

Abstract

- Topic:** Marketing Plan of the Club Volleyball Nymburk
- Objectives:** The main objective is Bachelor thesis is creating marketing plan proposal for volleyball club Nymburk and building sponsorship package proposals for potential sponsors.
- Methods:** Personal interview as a method was used in this Bachelor thesis. Through the interview the information about club, used for presentation of the club and situation analysis, have been obtained. A part of situation analysis is a SWOT analysis. The last two steps after implementation of SWOT analysis was creating marketing plan of the club and creating sponsorship package proposals.
- Results:** The result of this Bachelor is a complete marketing plan for volleyball club Nymburk for the next season 2015/2016, which contains all the necessary formalities. Plan can be used by top management to improve their current situation. The results also contain sponsorship packages for potential sponsors.
- Key words:** Interview, marketing, marketing mix, sponsorship, sponsorship package, sport marketing, SWOT analysis.